

# COMMUNITY OUTREACH

## CHAPTER 2

### **INCREASING COMMUNITY OUTREACH**

In addition to performing the day to day operations of the office of the IPA, the primary goal for 1998 was to increase community outreach and public relations. To this end, the IPA expended more time and resources to increase visibility and accessibility of this office to the public at large. The IPA continues to publish newsletters twice a year, which are distributed to approximately 400 organizations. In 1998, a presentation using Power Point was also created to use when speaking to community organizations. Members of the PSCU now join the IPA in making presentations to the neighborhood associations. Police officers assigned to the particular neighborhoods are also invited to come and meet the residents.

### **NEIGHBORHOOD PRESENTATIONS**

In 1998, the IPA sent requests to associations that were recommended by the city council members of their respective districts. These requests explained the IPA's interests in reaching their neighborhoods to help citizens become aware of the existence of the IPA. The IPA and the PSCU talked about how to file complaints and closed with a question and answer session. Below is a list of the associations that invited the IPA to their neighborhood meetings.

- ◆ McLaughlin Corridor Neighborhood Association
- ◆ Capitol Goss Association
- ◆ Nancy Lane Community United
- ◆ Poco Way Resident Committee
- ◆ The Eden Neighborhood Association
- ◆ Berryessa Citizens Advisory Council



*IPA and PSCU hold neighborhood meeting at the Poco Way Community Center*



*Poco Way Housing Development*

During presentations at the above locations, a self reporting survey was distributed among the residents in attendance and their responses compiled. The data is numerically not competent due to questions left unanswered or more than one response checked therefore, it is offered for informational purposes only. Below is a description of these results.

- ❖ Approximately 80% of the surveys indicated that they had not previously heard about the IPA office.
- ❖ About 40% reported feeling comfortable about filing a citizen complaint, 30% did not feel comfortable filing a complaint and 30% felt somewhat comfortable filing a complaint.
- ❖ 78% reported not having had a need to file a complaint, while 22% reported that they had had a need but did not for various reasons. The

reasons expressed were: fearing that officers would retaliate, feeling the complaint would not be taken seriously, not knowing how to file a complaint, were too busy, or did not want to get into problems with “the law.”

- ❖ When asked if they had had a need to call the police for service within the last three years, 60% responded no and 40% yes. Of those responding yes, a follow up question asked if they were satisfied with the response time; 80% responded yes and 20% said no.
- ❖ Residents were asked to indicate their major police concerns. The responses were close in the frequency indicated:
  - ◆ Police accountability
  - ◆ Traffic
  - ◆ Burglaries, Robberies
  - ◆ Juvenile Crimes
  - ◆ Gangs
  - ◆ More police patrol
  - ◆ Graffiti

## **COMMUNITY ORGANIZATIONS & PROFESSIONAL ORGANIZATIONS**

Various community and professional organizations were among the groups requesting presentations from the IPA. By making presentations, the IPA increased awareness and enhanced the overall visibility of the office. The following summarizes those groups where the IPA made presentations during 1998.

A presentation about the functions of the IPA was presented at the California League of Cities conference in Long Beach.

The IPA met with the President of the San José chapter of the National Advancement Association of Colored People (NAACP) to discuss issues relevant to the African-American community.

The IPA made a presentation at a meeting of the La Raza Round Table, an organization that addresses issues involving social, political, economic and educational concerns.

The Economic & Social Organization (ESO) conference was held at the National Hispanic University where the IPA delivered the keynote speech to approximately 500 people. The ESO provides assistance to welfare recipients who are making a transition into the work force.

The IPA made a presentation followed by a question and answer session to the Santa Clara County Civil Grand Jury to inform them about the functions of the IPA office. Throughout the year, members of the Grand Jury contacted the IPA on different issues.

The IPA made a presentation of the findings of the 1998 Year End Report to the Santa Clara County Human Relations Commission.

A presentation of the findings of the 1998 Year End Report was also presented to the San José Human Rights Commission.

The IPA met with key officers of the Local 270 Union to discuss community outreach.

The IPA was asked to be the keynote speaker for the Hispanic Association of City Employees (HACE) at their annual scholarship dinner.

Members of the Barrio Defense Committee met at the IPA office to discuss concerns and obtain additional information.

The Pueblo of San José Kiwanis invited the IPA to make a presentation to its membership.

## **GOVERNMENTAL AGENCIES**

The IPA was invited by the FBI National Training Institute to make a presentation to the Major City Chiefs Organization at their annual conference, which took place in Sun Valley, Idaho. Interest in the IPA program was expressed by several of the Chiefs in attendance and have since requested added information.

The IPA met with representatives from the Fremont Police Department to give them an overview of how the IPA office works. Written material and samples of forms were also provided.

## **EDUCATIONAL INSTITUTIONS**

The IPA participated as part of a panel of lawyers to make a presentation and a question and answer session with law students of the Santa Clara University Law School.

The San José Unified School District (SJUSD) invited the IPA to participate in a committee whose focus was the development of a program aimed at bringing members from the community, students, parents and staff of the SJUSD together for a “community conversation.” The purpose of the program was to create a forum where ideas on how to improve the quality of education was discussed.

The IPA was asked to talk to sophomore and senior students at Carlmont High School in Belmont, CA.

## **BROADCAST & PRINT MEDIA**

The IPA was invited to be a guest in, “Comunidad del Valle,” a weekly program produced by KNTV Channel 11 in San José concerning local issues in the Hispanic community. Throughout the year, different reporters

interviewed the IPA on various police related issues.

Reporters from the Metro interviewed the IPA on police issues during the year.

KSTS Channel 48 and Univision Channel 14, both Spanish television stations, also conducted personal interviews.

In addition, KTVU Channel 2, covered a story involving police issues and the IPA.

Several interviews were conducted by the Mercury News and also by Nuevo Mundo, the Mercury News’ Spanish publication. “El Observador,” a Spanish language newspaper also carried several IPA related stories.

## ***INQUIRIES FROM OTHER CITIES***

Inquiries of the IPA by other cities throughout the country have also increased in 1998. The purpose of these inquiries have ranged from general office information to more detailed questions regarding the history, budget, and specific procedures of the IPA. The following list indicates the origin of the inquiries.

- Alameda County Grand Jury
- Mr. Tom Clouse, Idaho Statesman
- Mr. Stephen Lennon, Vera
- Mr. Mark Evanoff, Union City, CA
- Mr. Ken Macias, Sacramento, CA
- Ms. Brien Fannel, City Attorney, Santa Rosa, CA
- Mr. Jack McInerney, Private Defender Program, Redwood City, CA
- Mr. Peter Finn, ABT Associates, Cambridge, Massachusetts
- Ms. Edith Perez, Board of Police Commissioners, Los Angeles, CA
- Mr. Guy Hine, Harrisburg, PA
- Chief, Steve Rothlein, Metro Dade Police Department, Miami, Florida
- Mr. Bob Klose, Santa Rose, CA
- Lt. Roger Rude, Sonoma Co.
- Mr. Dave Skidmore, Sr Internal Auditor, Salt Lake City Corporation
- Mr. Joel Tyner, Staatsburg, NY
- Ms. Karen Walker, Director of Human Resources, City of Santa Rosa
- Mr. William Windle, Private Investigator, Redwood City, CA.